

MICHEL CHEVALIER • MICHEL GUTSATZ

LUXE & RETAIL

Le point de vente, lieu d'excellence

DUNOD

Luxe Et Retail Le Point De Vente Lieu D'excellence Commercialvente

Michel Chevalier, Michel Gutstatz



Luxe Et Retail Le Point De Vente Lieu D'excellence Commercialvente:

Luxe et Retail Michel Chevalier, Michel Gutstatz, 2013-09-25 Dans leurs magasins les marques de luxe développent depuis toujours la relation qui les lie leurs clients en offrant l'expérience d'un produit de haute qualité et d'un service client hors du commun. En adaptant leurs besoins, les outils du marketing, de la gestion et des ressources humaines, elles présentent une rentabilité exceptionnelle qui leur permet de se développer et de résister aux crises. Comment choisir le bon modèle économique pour ses boutiques ? Comment choisir l'emplacement le plus adapté à son client ? Comment assurer la cohérence entre le concept du point de vente et la vision de la marque ? En magasin, comment entretenir une relation privilégiée avec les clients afin de les fidéliser ? Comment garantir que la promesse du produit de luxe soit tenue sur le point de vente comme sur internet ? Du marketing à la vente en passant par la supply chain et le modèle de distribution, les secrets des grandes maisons de luxe sont dans ce livre. Ils resserreront la fois les professionnels qui s'en inspireront pour innover dans leurs propres magasins et les étudiants en management, commerce et marketing.

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Store Impact Alexis de Prévoisin, Arielle Monnerot-Dumaine, 2024-01-24 Dans un monde où le digital est omniprésent, le magasin physique reste plus que jamais le

coeur de la relation client et du business Mais son rôle a changé Que l'on parle de magasin de détail de boutique de luxe ou de pop up store les enseignes et les marques doivent se réinventer pour contrer la concurrence des achats en ligne qui a connu son pic avec la crise du Covid Il est plus que jamais primordial pour les enseignes de procurer aux clients une expérience mémorable et de se différencier Dans cet ouvrage très documenté qui analyse tous les types de points de vente les auteurs spécialistes du retail livrent des outils pour transformer le magasin en un lieu attractif et fidélisant Des nouvelles fonctions et formats de magasins au rôle capital des vendeurs et managers en passant par les nouvelles fonctionnalités phygitaux tous les aspects du retail sont abordés pour faire du point de vente un lieu omnicanal et rentable Entre best practices formation et guide de management commercial ce livre vous permettra d'augmenter votre chiffre d'affaires grâce à une approche 360° innovante du retail

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Table of Contents Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente

1. Understanding the eBook Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - The Rise of Digital Reading Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Advantages of eBooks Over Traditional Books
2. Identifying Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - User-Friendly Interface
4. Exploring eBook Recommendations from Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Personalized Recommendations
 - Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente User Reviews and Ratings

- Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente and Bestseller Lists
- 5. Accessing Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente Free and Paid eBooks
 - Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente Public Domain eBooks
 - Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente eBook Subscription Services
 - Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente Budget-Friendly Options
- 6. Navigating Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente eBook Formats
 - ePub, PDF, MOBI, and More
 - Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente Compatibility with Devices
 - Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Highlighting and Note-Taking Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Interactive Elements Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
- 8. Staying Engaged with Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
- 9. Balancing eBooks and Physical Books Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Setting Reading Goals Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Fact-Checking eBook Content of Luxe Et Retail Le Point De Vente Lieu Dexcellence Commercialvente
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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